



Press Release

HERE appoints Edzard Overbeek as new CEO

26. Feb 2016

Berlin, Germany - HERE, the location cloud company, today announced that Edzard Overbeek has been appointed CEO to lead the company as a newly independent entity.

Overbeek, 48, joins HERE following its recent successful acquisition by a consortium of shareholders currently consisting of AUDI AG, BMW Group and Daimler AG. He will start at HERE on March 1, 2016.

"I am very excited to have been chosen to lead this outstanding company at a very special point in time," said Edzard Overbeek. "The HERE location cloud is poised to be at the heart of new kinds of services that will genuinely change people's lives – everything from autonomous cars and smart cities to digitizing enterprises."

Speaking on behalf of the consortium of companies invested in HERE, Prof. Rupert Stadler, Chairman of the Board of Management of AUDI AG, Klaus Fröhlich, Member of the Board of Management of BMW AG for Development, and Prof. Dr. Thomas Weber, Member of the Board of Management of Daimler AG, responsible for Group Research & Mercedes-Benz Cars Development, said: "As a proven leader and with a strong track record, Edzard Overbeek is in our view well suited to drive the business and technology agenda for HERE for the benefit of all of its customers across the many industries it serves. We are delighted that he is on board."

Overbeek is currently Strategic Advisor at Cisco, a company at which he has held several senior executive roles since 2000. Most recently he was responsible for the Global Services organization with over \$12 billion in revenues and 15,000 employees. Before that he served as President of Cisco's Asia Pacific, Japan and Greater China region, overseeing strategy and execution across all customer segments and strategic partner engagement. Prior to Cisco, he held leadership positions in companies including Fujitsu and Siemens.

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About HERE

HERE, the location cloud company, enables rich, real-time location applications and experiences for consumers, vehicles, enterprises and cities. HERE is backed by a consortium of leading automotive companies. To learn more about us, including our work in the areas of connected and automated driving, visit <http://360.here.com>.